



The Value of TrustSM

The Accountability Approach to Spam

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Authentication

- ▶ **Are you who you say you are?**
 - IP Address
 - ▶ SPF, CallerID
 - Cryptographic
 - ▶ AuthSender, DomainKeys
- Authentication is the rock on which to build

Accreditation

- ▶ **Are you to be trusted?**
- ▶ **Identity**
 - Provide address where legal process may be served
- ▶ **Undertaking**
 - I will conform to policy X
- ▶ **Audit**
 - She did conform to policy X

Consequences

► Reputation

- Alice has broken her undertaking

► The Law

- Alice gets sued
- Alice goes to prison

Accountability

Accountability

=

Authentication + Accreditation + Consequences